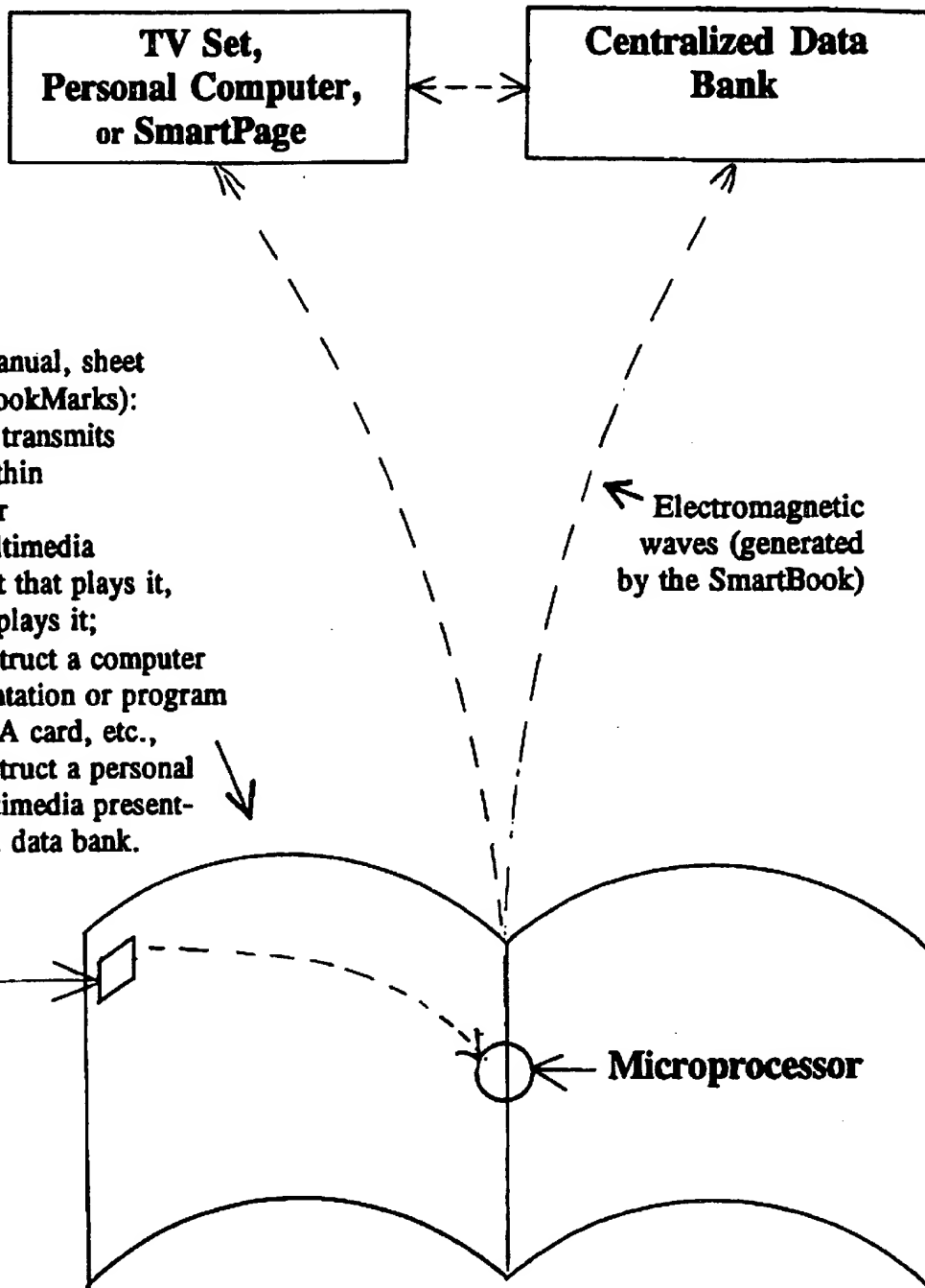


**Figure 1: Basic Outline of the SmartBook**



Exhibit A



**SmartBook** (Book, magazine, manual, sheet music, catalog, etc. that contains BookMarks): In this embodiment, the BookMark transmits information to a microprocessor within the book itself. That microprocessor may then transmit the indicated multimedia presentation or program to a TV set that plays it, or to a SmartPage in the book that plays it; or else that microprocessor may instruct a computer to load and run a multimedia presentation or program from a CD-ROM, diskette, PCMCIA card, etc., or else that microprocessor may instruct a personal computer to retrieve and run a multimedia presentation or program from a centralized data bank.

**The BookMark**  
(In this embodiment the BookMark may be microscopically hard-wired to the microprocessor in the SmartBook, or communicate with it via electromagnetic waves)

**Overview:** In this embodiment, a BookMark is touched or scanned by the reader. A BookMark-specific signal is then sent (either from the BookMark or the scanner) to the microprocessor in the SmartBook (in the spine of the book, for example). The microprocessor in the SmartBook then causes the indicated multimedia presentation or program within itself to be played on a TV set, or personal computer, or on a SmartPage in the SmartBook. Alternately, the microprocessor in the SmartBook causes the indicated multimedia presentation or program to be retrieved from a CD-ROM, diskette, PCMCIA card, etc. within a computer and played on the computer, or the microprocessor in the SmartBook causes the indicated multimedia presentation or program to be retrieved from a centralized data bank and played on a TV set, personal computer, or on the SmartPage.

*Spencer A. Rothman*